

PRESENT LIKE A PRO: PART 1

Being a talented presenter is one of the keys to your success, no matter what field you're in. When we present, we have the floor. All eyes and ears are upon us and we have the chance to be viewed as an expert.

Here are 5 tips to help you develop your skills as a powerful presenter:

1. **Know your audience.** When you are planning your presentation, ask yourself the question: who am I talking to and why should they care? The answer to this question will guide the content you choose and the tone of your message.
2. **Everything is a story.** Stories form the basis of how we think, how we organize our thoughts, how we remember information and most of all, stories help us establish trust. The best presenters are masterful storytellers and the fastest way to influence someone is to appeal to their heart and their mind through storytelling.
3. **Preparation.** When we are prepared, we are confident. Put the time into preparing your presentation by thoughtfully researching your topic. Script your presentation. This document can be turned into bullet points later. Craft compelling slides that are colorful and memorable. Use minimal text and minimal numbers on a slide: the busier the slide, the lower the recall.
4. **Shorter is better & never go long.** Always leave your audience filled with interesting content, and longing for more. Never go over your time limit. Put your phone on stopwatch and be aware of how you are pacing. Ask a colleague to give you a discreet warning sign when your time is up.
5. **Rehearse.** Practice really does make perfect. The best way to rehearse a presentation is to divide it into 3 or 4 parts, and to practice each part separately. Do not try to memorize a presentation. Resist the need to add new content unless you have had the chance to rehearse it multiple times.

Be on the lookout for Presenting Like A Pro part 2 on the next episode of The Speaker Coach.

Remember: No matter how you sound, I can make you sound better.